

Figure 1 (Prior art)

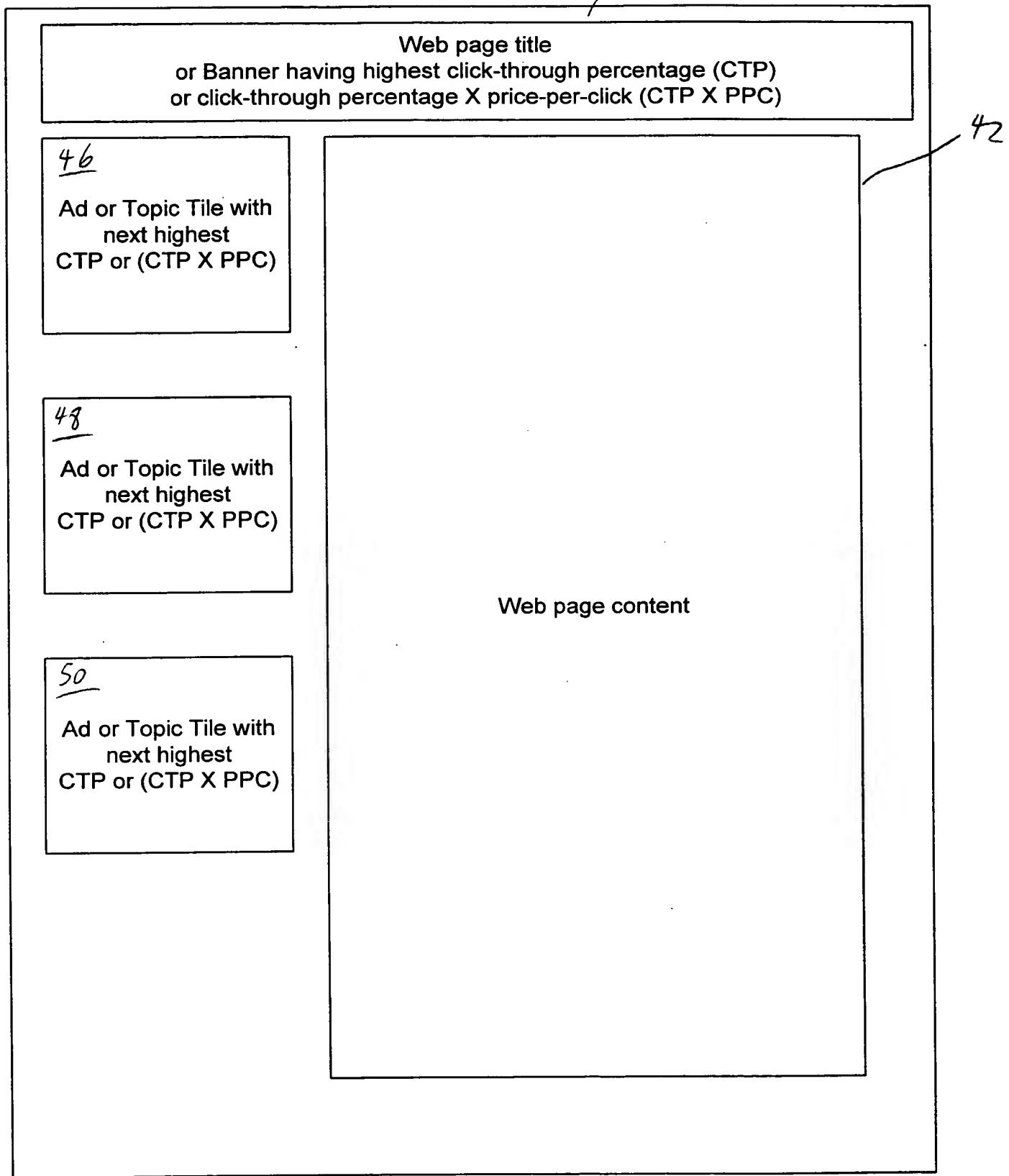


Figure 2

## the guide.com optimizer

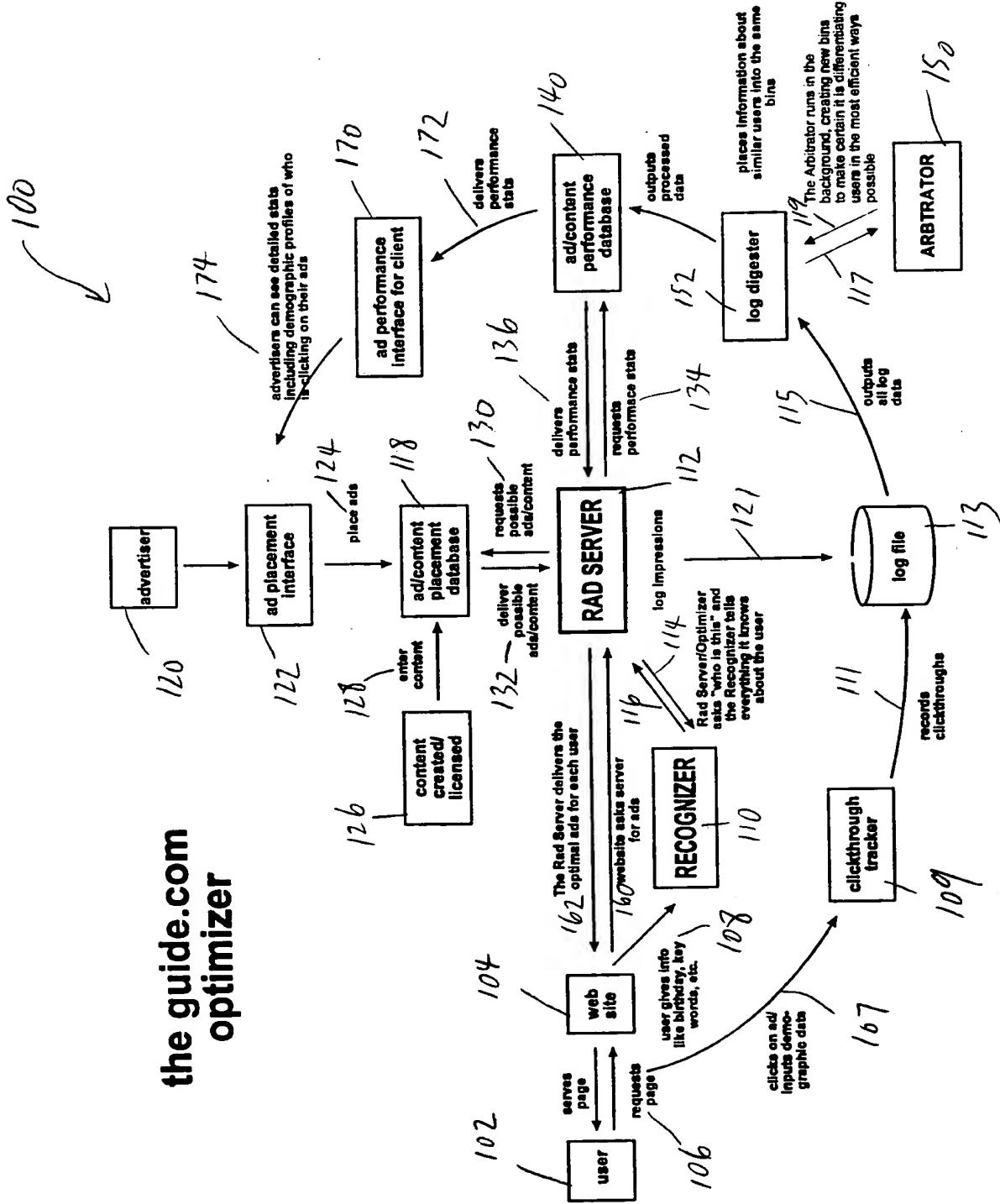


Figure 3(A)

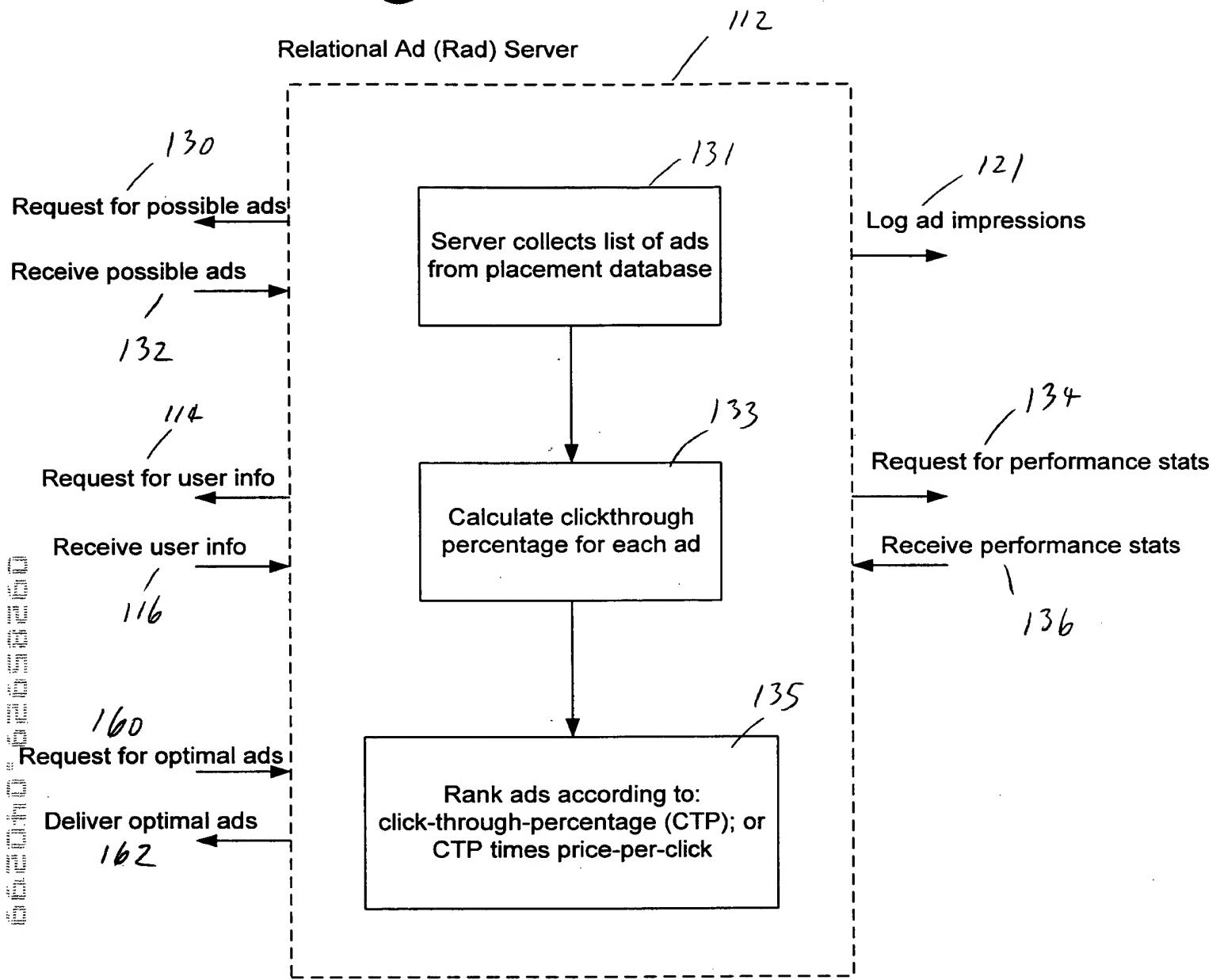


Figure 3(b)

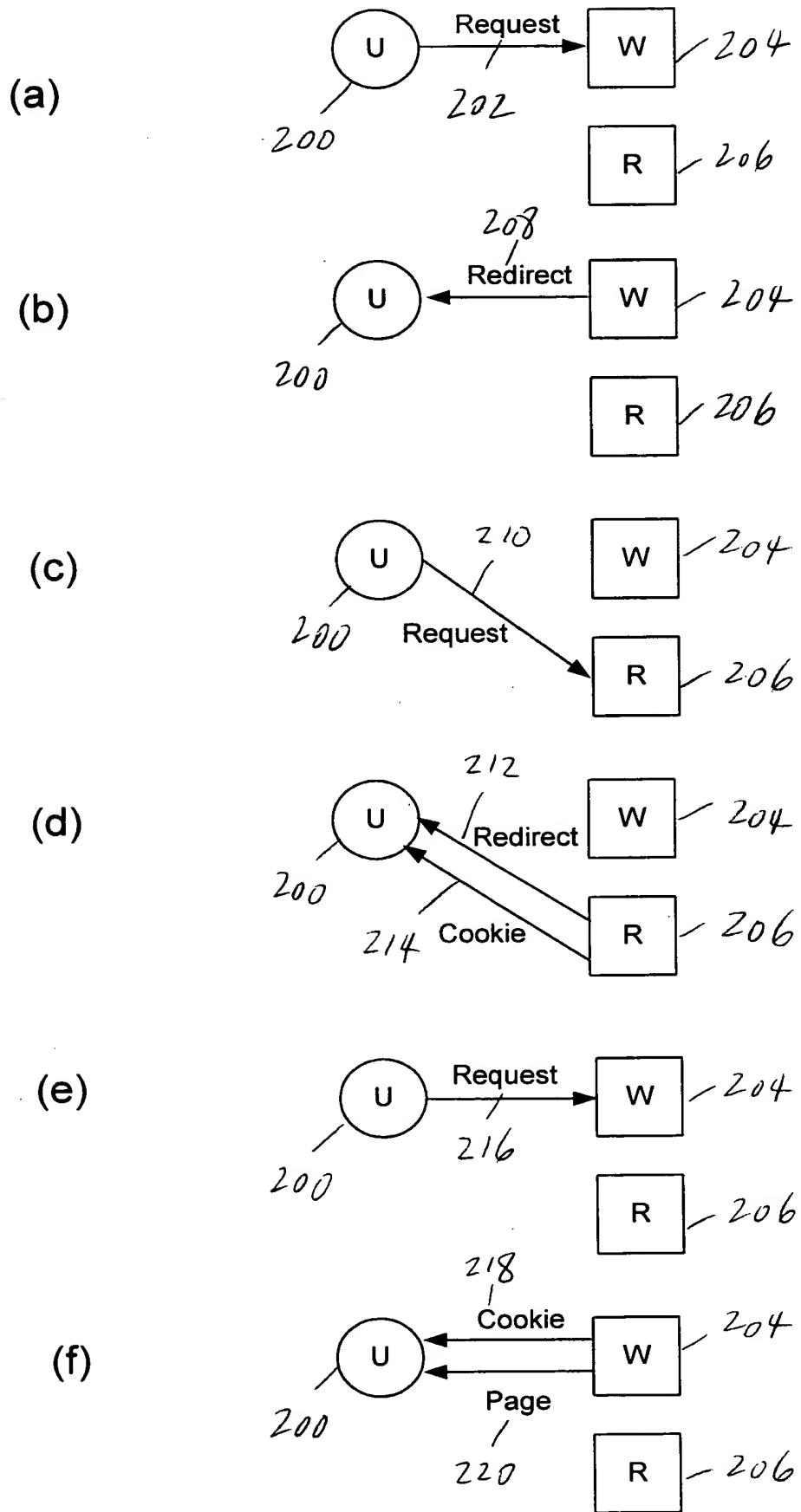


Figure 4

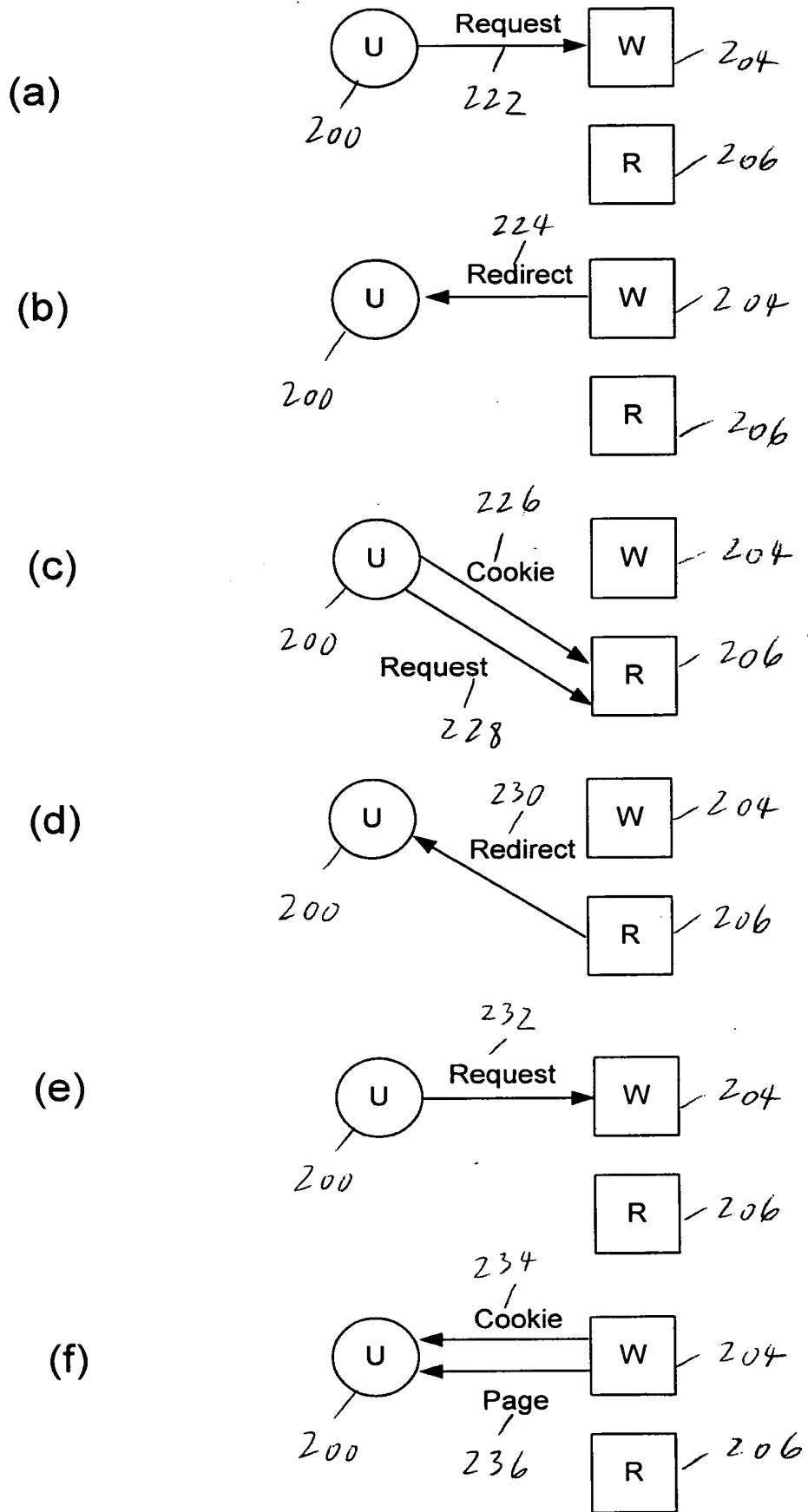


Figure 5

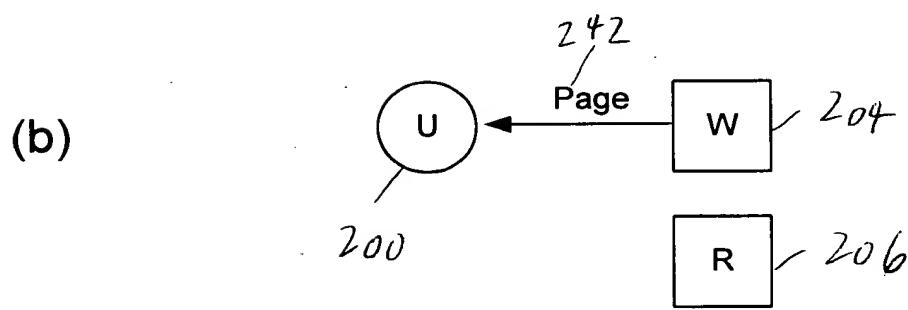
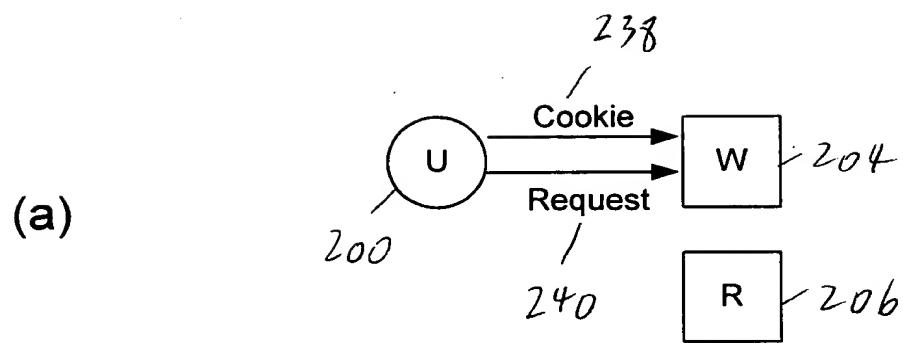


Figure 6